

Extravagant Advertising.

What we mean by extravagant advertising is not the extensive use of money and space in this direction, as of this we will not grumble, but of the use of extravagant language in advertising we would like to say a few words. The advertiser who pays for the space occupied by his announcement may think, with some reason, that he has the right to use such language as he pleases in bringing his specialties before the readers of poultry journals, and it is not our intention to dispute this point, but merely to show that extravagant language in advertising, as well as in other things, is apt to defeat the object for which it is employed.

When a man comes out in public print with an advertisement he is morally held responsible for all contained in it, and ignorance is no palliation for misstatements—the purchaser has no right to suffer through the ignorance or conceit of the seller. The older heads are apt to conclude of a fancier who in his advertisement uses very strong, asthetic language, that he is in the very heat of the "hen fever," and under the circumstances scarcely accountable for what he says, therefore his judgment is not to be relied on, and he does not become a customer; but the young and inexperienced partakes in some measure of the enthusiasm of the advertiser, sees visions of fowls more beautiful and perfect than ever he saw before, sends for his pair only to be disappointed on their arrival. They may be very good, but the enthuasiatic language of the seller prepared the mind of the buyer for something so very grand, that little less than perfection was expected, or would satisfy. Thus dissatisfaction and distrust is the result, and the seller loses a customer for the future. With a sound common sense description of the stock the buyer would not have formed unreasonable expectations, would probably have been suited, and become a regular customer. We always notice that the fancier who is modest in the praise of his own stock, and who never allows his enthusiasm to carry him into the clouds, is the one who wears the best, and retains the confidence of the buying class. There cannot be any objection to a fancier using any legitimate means to sell his stock, and of these means a lively advertisement is the best, but in it he should never attempt to raise expectations in the minds of his customers that his stock will not realize when they receive it.

Subscription Premiums.

Messrs. Bonnick & Crowie, Toronto, will give to the first person who sends us 20 new sub-

scribers to the Review for 1883, one of their artificial mothers, similar to that shown at the late Toronto exhibition. It was there awarded a special premium.

Mr. John Nunn, of Toronto, will give the second person sending us 20 new subscribers for 1883, a first class pair of his celebrated Black Spanish fowls. A similar one offered by Mr. Nunn last year was earned in a few days.

Mr. Thomas Hall, Montreal, will give a pair of Light Brahma chicks this fall to the first to send us 15 new subscribers for the Review for 1883.

New Advertisements.

Jas. H. Watson, Nashua, N. H., U. S.
 Richard Oke, Brough's Bridge, London, Ont.
 Chas. Bonnick, Toronto, Ont.
 Burgess & Douglas, Woodstock, Ont.
 Stableford Bros., Watford, Ont.
 F. J. Grenny, Brantford, Ont.
 Wm. Sunley, Guelph, Ont.
 Thomas Hall, Cutremont, P. Q.
 Harry Clark, Seaforth, Ont.
 D. C. Trew, Lindsay, Ont.
 S. Luscombe, Simcoe, Ont.
 Frank Shaw, London, Ont.
 Hugh Beckham, Montreal, P. Q.
 Wm. Hall, Newcastle, Ont.
 J. M. Carson, Orangeville, Ont.
 A. W. Graham, St. Thomas, Ont.
 John James, Yorkville, Ont.
 A. W. Smith, Simcoe, Ont.
 Peter Henderson, Seeds.
 James J. H. Gregory, Seeds.
 A. O. Telfer, Telfer, P. O., Ont.
 A. M. Laing, Branchton, P. O. Ont.
 Angus McKeigan, Strathroy, Ont.
 S. Spillett, Lefroy, Ont.



First-Class
HOMING ANTWERPS,
 FOR SALE,

Apply to

JAS. FULLERTON, STRATHROY, ONT.

BREEDERS' ADDRESS CARDS. \$1 per an.

LEWIS THORNE, SEAFORTH, ONT.
 Breeder of high class P. Rocks, exclusively.

W. M. SMITH, FAIRFIELD PLAINS, ONT.
 Breeder of all varieties Land and Water Fowls.

G. T. SIMPSON, FALKLAND, ONT.
 Breeder of all kinds of Land and Water fowls.

JANES BAPTIE, SPRINGVILLE P. O., Ont.
 Imported G. S. Hamburgs.

E. G. FRANCIS, PORT HOPE, ONT.,
 Breeder of P. Rocks, White Leghorns and Wyandottes. Eggs \$3 per setting.

GEORGE WALKER, BOX 71, LAUREL, P. O.
 Breeder of Asiatics and Spanish.